



NUWAVE COMMERCE SEO & SOCIAL MEDIA PACKAGES

NUWAVE COMMERCE IS UNIQUELY POSITIONED

NuWave Commerce is uniquely positioned to offer SEO and Social Media Management services unlike most others.

Companies that strictly specialize in SEO, Social Media or the Website itself, do not fully understand how all three components are really dependent upon one another and should be leveraged for maximum results for the client.

NuWave Commerce is an award winning organization that specializes in online business solutions with experts in Web Design & Development, Applications Development, Responsive Design and SEO & Social Media Management. The experts in each of these areas work together to create the most effective online presence possible for your business.



IMPACT

The High-Level Business Impact of Social Media

- ▶ Customer Relationship Management
 - ▶ The greater the frequency and degree of engagement, the stronger the relationships become and the greater the impact of the relationships on sales, customer satisfaction and product reputation.
- ▶ Customer Retention
 - ▶ 67 percent of Twitter users who become followers of a brand are more likely to buy the brand's products.
- ▶ Expansion of Customer Base
 - ▶ Companies can reach many new customers through the conveyance of the corporate message on a social media channel.
- ▶ Market Research
 - ▶ A product can be directly marketed to the consumer using social media.
- ▶ Achievement of Competitive Advantage
 - ▶ The ability to listen to a competitor's message enables a company to develop business strategies and tactics that directly counter that competitor's initiatives.
- ▶ Cost Control Initiatives
 - ▶ A company can maximize its return on marketing dollars by relying on social media to reach customers rather than higher cost advertisements.
- ▶ Public Relations
 - ▶ Corporate news can be conveyed to an audience in real time using multiple social media channels such as Facebook, Twitter and LinkedIn.
- ▶ Recruiting
 - ▶ Social media platform is a cost-effective way to directly reach potential employees in that four out of five online Americans participate in a form of social media each month.
- ▶ Sales
 - ▶ The bottom line...sales can be increased by utilizing social media and by adding those functions to corporate websites.

The Direct Effect on Small Businesses

Small businesses have a lot to gain by integrating social media websites into their general Web presence. Not only do social media sites like Facebook and Twitter serve as general hangouts, but they also provide opportunities to spread your message as a business, to connect with your target audience better and to get to know your fellow small business owners more personally. Because social media has no hours of business, you can interact and connect at any time from anywhere with an Internet connection.

- ▶ Connecting With Consumers
 - ▶ Social networking sites give you the ability to connect with your consumers directly.
- ▶ Affiliation
 - ▶ You can share ad space, promote each other on your social websites and swap leads for work and ideas for further expanding your reach with the market.
- ▶ Referrals
 - ▶ Expanding your business via social media isn't only about self-promotion, but about creating word of mouth on a digital scale. When you have one satisfied customer who talks about your product or services, it generates interest that can lead to more business.
- ▶ Inexpensive Advertising
 - ▶ Using social media to market your products helps expand your reach without increasing your cost
- ▶ Expanded Reach
 - ▶ Social media has the potential to reach consumers who would have otherwise never heard of your business.

| | ESSENTIAL | PREMIUM | ELITE |
|---|----------------------------|----------------------------|----------------------------|
| SEO Analysis | ✓ | ✓ | ✓ |
| Keywords | Up to 3 keywords | Up to 5 keywords | Up to 7 keywords |
| Sharing Links | 1 link | 2 links | 3 links |
| Alternate text to images | x | ✓ | ✓ |
| Header tags optimized | x | ✓ | ✓ |
| Creation of Google Analytics Account | x | ✓ | ✓ |
| | | | |
| Create a Blog | x | ✓ | ✓ |
| Copywriting Articles for blog (500 words min) | x | 1 per month | 2 per month |
| Blog social media promotion | x | ✓ | ✓ |
| | | | |
| Dedicated Account Representative | ✓ | ✓ | ✓ |
| Social Media Analysis | ✓ | ✓ | ✓ |
| Social Media setup, management, monitoring | 1 platform; 2 weekly posts | 2 platform; 3 weekly posts | 3 platform; 4 weekly posts |
| Outreach on Social Network(s) | Engage with 4 per month | Engage with 6 per month | Engage with 8 per month |
| Social network promotion of friends on social site | Promote 4 per month | Promote 6 per month | Promote 8 per month |
| Social Media Reporting | ✓ | ✓ | ✓ |
| Custom Designed Facebook Header | ✓ | ✓ | ✓ |
| Standard Twitter Background | ✓ | ✓ | ✓ |
| Addition of Facebook page apps | x | x | ✓ |
| Pinterest Setup | x | x | ✓ |
| Pinterest monthly pinning, follower seeding, and engagement | x | x | ✓ |
| Social Profile Creation: Instagram, Tumblr, YouTube, SnapChat, etc. | x | x | ✓ |
| Google + profile setup | x | ✓ | ✓ |
| Google Places Setup | ✓ | ✓ | ✓ |
| Facebook Ads | \$25 per month | \$50 per month | \$100 per month |
| | \$399 per month | \$799 per month | \$1499 per month |



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SEO Analysis

NuWave Commerce will perform an initial report on where your page ranks, if your page ranks before 20 pages on Google. (Limited to the amount of keywords in the selected package.)

Keywords

Search engines are built to grab keywords and phrases about your company in order to get people on your site. We will analyze these keywords and key phrases to determine what will convert and drive traffic to your business.

Sharing Links

When we share your website link each month on related forums and sites, it helps to build your ranking on search engines, drawing more traffic to and visitors to your website.

Alternate text to images

Search engines can't read or understand what an image is, so the importance of adding alternate text to your photos allows search engines to read what the image is, which means you have a better chance of getting more viewers to your site.

Header tags optimized

Header tags are what structures your content and gives a hierarchy for search engines to easily digest your information.

Creation of Google Analytics Account

Google Analytics allows you to see where your traffic is coming from & other statistics on your website. We will keep track of these analytics for you so you don't have to, but it is there for you when you would like to see the numbers on your online traffic.

Create a Blog

Creating a blog is essential for supporting your keywords and creating relevant content that search engines will pick up on.

Copywriting articles for blog (500 words min)

NuWave Commerce will create fresh and relative content to professionally market your business through a (500 words minimum) blog, while incorporating keywords and phrases for the most successful search engine ranking results.

Blog and social media promotion

The best way to gain more traffic to your website is to promote your blog posts on your social media sites to gain more visibility. Every time we post a blog, we will promote it on your social media site(s).

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| Dedicated Account Representative | NuWave Commerce has a talented team who is dedicated to the success of your business. |
| Social Media Analysis | NuWave will review any of your existing social media accounts, if you have them. If not, we will decide what platforms fit best for your goals and purpose. |
| Social Media Setup, management, monitoring | NuWave Commerce will create the social platforms for you, or optimize the ones you currently have. We will post, monitor, engage and manage the social media sites that are best fit for your company. |
| Outreach on Social Network(s) | One of the most important aspects of social media is to engage with your community, to be able to build relationships and a following of your own. NuWave will "like" and "follow" people in your community and/or relevant companies as well as comment on and retweet posts. |
| Social network promotion of friends on social site | Promoting and sharing your "friends" and people you "like" on your social sites is another way to gain kudos from your community, which in return, creates more likes and followers on your sites. |
| Social Media Reporting | NuWave Commerce will provide you with a monthly report for your review of all the social media sites we manage and how they are functioning. |
| Custom designed Facebook header | Having a customized Facebook header portrays professionalism and brands your company to it's fullest capabilities. (One time set up). |
| Custom designed Twitter background | We will create a generic background for your Twitter, using the branding color or company logo to brand your Twitter. (One time set up). |
| Addition of Facebook Page Apps | Apps are designed to enhance your followers experience on Facebook, allowing them to engage with your company on other platforms. We can add Twitter, Instagram, Youtube, Pinterest, as well as a Newsletter sign up app to cross promote other platforms your company is on. |
| Pinterest Setup | We will set up a professional looking Pinterest. |
| Pinterest; monthly pinning, follower seeding & engagement | Does your company have more of a visual aspect to it? Then Pinterest is great for creating your own boards of company photos and re-pinning relative content/photos. |
| Social Profile creation: Instagram, Tumblr, YouTube, SnapChat, etc. | NuWave Commerce can create additional social sites for you to be able to manage and post on. |
| Google + Profile Set up | Google+ influences Google's search results. NuWave Commerce will set up and/or enhance your existing Google + business profile. |
| Set Up Google Places | Google Places is a great way for your local listing to be viewed in the map results on Google. |
| Facebook Ads | Facebook Ads are a complimentary service provided to NuWave Commerce clients and are included in the total price. This is to gain quality likes and to boost engagement. |